

MANSFIELD DOWNTOWN PARTNERSHIP  
ADVERTISING AND PROMOTION COMMITTEE  
Meeting  
Wednesday, March 23, 2016  
5:00 PM

**DRAFT Minutes**

**Present:** Chair Toni Moran, Anne D’Alleva, Shawn Kornegay, Jim Watt, and Cara Workman

**Staff:** Cynthia van Zelm and Kathleen Paterson

**1. Call to order**

Cara Workman called the meeting to order at 5:13 PM in the absence of Chair Toni Moran.

**2. Public comment**

There was no public comment.

**3. Approval of Minutes from January 27, 2016**

Shawn Kornegay moved to approve the Minutes. James Watt seconded the motion. The Minutes were approved unanimously.

**4. Discuss upcoming events**

Kathleen Paterson recapped the discussion from the previous meeting regarding measuring success of Partnership efforts and shared a list of upcoming events, including both public events and promotional activities, such as staffing an information table at UConn’s Open House.

(Toni Moran arrived at 5:17 PM.)

Ms. Moran asked about the purpose of staffing an information table at UConn’s Orientation sessions.

Ms. Kornegay responded that doing so helps draw attention to the businesses by raising awareness among transfer students and parents of new students.

Mr. Watt suggested collecting email addresses at the Orientation sessions as a way to track how many people stop at the table and also to keep them engaged after the event.

Ms. Moran asked if there was any interest from the businesses to do coupons again.

Cynthia van Zelm said an updated Storrs Center brochure will be ready for Orientation.

Ms. Moran suggested making a flyer promoting “cheap lunches in Storrs Center.”

Ms. Workman suggested having a binder of menus from downtown restaurants so that people can see all the different options.

Mr. Watt suggested that a handout be smaller, concise, and something the parent could pass on to their student rather than lengthy papers.

The committee supported having updated display boards with photos of Storrs Center to add visual appeal to the table.

**Ms. van Zelm will look into getting updated boards.**

Ms. Moran asked about the purpose of the Pup Crawl.

Ms. Workman said it is a community engagement event which attracts a variety of ages, raises awareness of the downtown, and is fun.

Ms. Paterson said that half of the participants in the 2015 Pup Crawl were from town while half were from outside of town, including from Massachusetts and Rhode Island.

Mr. Watt said such events help create a vibrant atmosphere.

Ms. Workman said she is working a new route for the spring Pup Crawl to distinguish it from the fall walk.

In response to a question from Ms. Moran, Ms. Workman and Ms. Paterson detailed the advertising efforts for the event, which include posters, email blasts, social media, outreach to local veterinarians and pet supply stores, press releases, and the website. Ms. Workman added that the fall walk was included in The Last Green Valley's Walktober.

Ms. Kornegay noted that the pup crawl has received great press coverage with photos of the event.

Ms. Moran asked if participants were offered anything after the event.

Ms. Workman explained that light refreshments were offered but there was not a good response. She said volunteers were on-hand to watch dogs if the owners wanted to go into restaurants to place orders. She explained most of the restaurants allow dogs to be at the outdoor tables and added that people can sit and eat on the Town Square with their dogs.

Ms. van Zelm said that the Membership Committee would like each event to have a table with information about the Partnership and membership forms.

Mr. Watt supported the idea and commented that it could be helpful for gathering information to assess each event.

Ms. Paterson asked if Membership Committee members would staff such tables.

(Ms. Kornegay left the meeting at 6:00 PM.)

Ms. Moran asked about the purpose of the summer concerts.

Ms. Paterson explained that, for some businesses, the summer is a slower time of year and that events such as the concerts are intended to bring people downtown to support the businesses. She noted that last year's concerts drew 200-250 people per show with minimal promotion.

Mr. Watt suggested collecting email addresses at the concerts.

Ms. Paterson explained that the plan is for her to staff the concerts and that if an information table or email collection effort is desired, then volunteers will be needed to do those tasks.

Ms. Moran asked how the businesses will participate.

Ms. Paterson detailed the sponsorship opportunities for the concert and noted that many attendees visit the restaurants for dinner, whether for take-out to enjoy on the Town Square or eating at the restaurants with outdoor seating.

In response to questions from Ms. Moran and Mr. Watt, Ms. Paterson explained that the attendees last year were mostly local residents and families. She said the advertising for this year's series will be greater as last year's series was not finalized until late May (and began in June).

Ms. Moran asked if the events will be marketed to conference attendees at UConn.

Ms. Workman said that the conference and camps are all independently run. She said that her office assists groups with the general logistics and does not typically market to attendees. Ms. Workman explained that her office produces a poster promoting the downtown businesses that is on display all summer in the dorms used for conferences and camps.

Ms. Moran asked for an update on the Connecticut Main Street Center's (CMSC) Annual Awards Gala.

Ms. van Zelm explained that Partnership staff will meet with CMSC staff soon; she noted that CMSC staff has the lead on this event. Ms. van Zelm said the event will start with the awards ceremony at E. O. Smith High School before transitioning to events in Storrs Center.

Ms. Moran suggested that for each event, the Committee should ask: 1) Why are we doing this? 2) How does this event fit with our charge? And 3) How do we know if the event worked?

Ms. van Zelm reported that the situational analysis, part of the Partnership's strategic planning process, is nearly complete. She said that an issue that has been highlighted as key is branding, both of the Partnership and of Storrs Center.

## **5. Update on Town Square use and draft policies**

Ms. Moran reported that the dog waste, alcohol, and no smoking ordinances passed. She said the Town Council's ad hoc ordinance review committee is now working on the policies and procedures for Town Square.

## **6. Adjourn**

Ms. D'Alleva moved to adjourn. Mr. Watt seconded the motion. The meeting adjourned at 6:30 PM.

*Minutes prepared by Kathleen M. Paterson*